

concl-  
A1

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At page 8, line 25, after "content data" (second occurrence), insert --update--;  
line 27, after "the" (first occurrence), insert --content data--.  
At page 14, line 3, after "data", insert --that--;  
line 17, after "segments,", insert --or--.  
At page 33, line 29, after "instructions", insert --330--.  
At page 34, line 4, ~~delete~~ "within the set of";  
line 5, delete "content data".

IN THE DRAWINGS

Applicants request permission to amend FIG. 3B as indicated in red on a copy of FIG. 3B that is enclosed with this Preliminary Amendment.

IN THE CLAIMS

Please cancel Claims 1-67.

Please add the following new claims:

68. (New) A method for engaging the peripheral attention of a person in the vicinity of a display device, comprising the steps of:

providing one or more sets of content data to the display device and/or to a content display system associated with the display device;

A2  
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C1